



J-U Public, a J-U Carter, Inc. company
Integrated marketing and advertising for public agencies

555 N. El Camino Real, A462
San Clemente, CA 92672
949.852.5960 j-upublic.com

**GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST**

Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through **GSA Advantage!**, a menu-driven database system. The Internet address for **GSA Advantage!** is <http://www.gsaadvantage.gov>.

Contractor: J-U Carter, Inc. dba J-U Public
555 N. El Camino Real, Suite A-462
San Clemente, CA 92672
Phone: 949-852-5960
Fax: 949-852-5960
Email: donnac@j-u.com
Contact: Donna Carter, President

Multiple Award Schedule: 541 – Advertising & Integrated Marketing Solutions (AIMS).

GSA Contract Numbers:

GS-07F-0381V

- 541-1 Advertising Services
- 541-4F – Commercial Art and Graphic Design
- 541-1000 Other Direct Costs [ODCs].

For more information on ordering from GSA Schedules (also known as Multiple Award Schedules and Federal Supply Schedules), click on the GSA Schedules button under “Most Requested Links” at <http://www.gsa.gov>.

Contract Period: June 19, 2014 – June 18, 2019.

Business Size: Small Business
 Woman-Owned Business

1a. Table of Awarded Special Item Numbers (SINs)

<u>SIN</u>	<u>DESCRIPTION</u>
541-1	Advertising Services
541-4F	Commercial Art and Graphic Design
541-1000	Other Direct Costs (ODCs)

1b. Lowest Priced Model Number and Price for Each SIN:

SIN	Labor Category	Unit of Issue	Rate/Price
541-1	Support Staff	Hour	\$75
541-1000	Trade Media	1 insert/3 pubs	\$6,196
541-4F	Support Staff	Hour	\$75

1c. Personnel Descriptions of all Commercial Job Titles, Experience, Functional Responsibility and Education for all Negotiated labor Categories.

Strategy/Planning Services

Executive Strategist

Maintains contact with senior personnel in client organizations. Provides direction and assistance to all account team members. Assumes a leading role in client service, presentations, and proposals. As a member of the creative review committee, offers feedback from an overall perspective to ensure client strategic goals are met and that agency reputation for quality product and results remains a key element in all agency products. Minimum Requirements: Bachelor's degree and 20 years experience in advertising and marketing.

Strategic Planner

Provides account planning, including formulation of marketing plans, strategic direction and creative briefs. Strong liaison between account and creative teams as well as key interface with client. Minimum requirements: Bachelor's degree and 13 years experience in advertising and marketing.

Creative Services

Executive Creative Director

Directs the creative product at the marketing agency. Works closely with account services to solve marketing problems through smart, well-designed advertising and collateral materials that help sell products/services, and maintain good image for clients. Oversees the creative/production department (art directors, copywriters, production artists, etc.). Attends creative input meetings to develop creative strategies and oversees implementation all creative requirements including copy, layout, illustrations, final art and photography. Minimum Requirements: Bachelor's degree and 20 years experience.

Associate Creative Director

Attends creative input meetings to develop creative strategies and implements all creative requirements including copy, layout, illustrations, final art and photography. Confirms client review and delivery schedules with account executive and assigns jobs to creative team. Oversees creative solutions and presents those to account team for internal approval at a date determined in the initial creative input meeting. Directs work to ensure on-schedule delivery for client review. In concert with production manager, selects vendors for jobs and is involved, along with the creative team, in signing off final mechanical/digital art, film color proofs, bluelines and press proofs. Supervised by Executive Creative Director, but works independently with creative team. Minimum Requirements: Bachelor's degree and 15 years experience.

Senior Art Director

Ensures the efficient visual execution of creative concepts according to a prime account responsibility list or by creative director assignment. Helps establish and maintain the highest possible standards of production for all TV, print, outdoor, audio/visual and collateral materials produced by the agency. Monitors the quality of finished mechanical/digital art and conceptual materials produced by internal and freelance artists. Examines and approves finished art and conceptual material, and supervises the alteration or correction of such material. Maintains a current list of available freelance artists, photographers and other contributory talent. Recommends and directs said freelance contributors. Recommends and directs photographers and talent at photo sessions. Oversees standards in type specification, color quality, inspection and approval of separations, and selection of paper stocks. Provides press-side inspection of print runs by creative personnel when required (arranged in conjunction with the production department). Meets established deadlines or provides reasonable notice to the production department of special circumstances requiring deadline extension. Minimum Requirements: Bachelor's degree and 12 years experience.

Senior Copywriter

Works in a creative partnership with an art director to conceive, develop and produce effective advertisements. Provides the verbal or written aspect of creative concepts. Develops original catch phrases, slogans and taglines. Also writes various types of advertising such as: posters, press, leaflets, brochures, radio and television scripts. Copywriters are often involved in the production process, which can include casting actors for voiceovers and working with production companies and directors or typographers, designers and printers. Must be able to write in a variety of "voices." Minimum Requirements: Bachelor's degree and 10 years experience.

Web Creative Director

Works with executive creative director and account staff to develop websites and interactive materials that achieve client strategic objectives. Supervises team of web designers and writers to develop high quality solutions to client needs. Superior ability to explain work, approach, concepts, and final product in simple language to clients. Minimum Requirements: Bachelor's degree and 10 years experience.

Web Designer

Conceptualizes, creates, and implements Web sites, Web pages, e-cards, and other materials for the Web. Responsibilities include: analyze, design, develop, implement, and support Web applications, analyze functionality needs and define a workplan. Revise workplan and/or site based on client feedback to meet specific client objectives for pages/site. Support the presentation and marketing-related features on a Web site. Ability to explain work, approach, concepts, and final product in simple language to clients. Minimum Requirements: Bachelor's degree and 6 years experience.

Senior Web Writer

Conceptualizes and creates content for Web sites. Should be able to create text for both technical and lay audiences. Responsibilities include: coordinate with clients to develop content guidelines; research, develop, and write materials for Web sites; perform editing tasks including substantive editing, copyediting, and proofreading; coordinate with editors and proofreaders to ensure accuracy in all text; and, oversee junior writers and monitor quality of work. Familiarity with Web site formatting. Proficiency with information research. Minimum Requirements: Bachelor's degree and 10 years experience.

Account Services

Account Supervisor

Maintains direct, day-to-day, senior-level client contact. Directs the activities of account executives and account coordinators to ensure proper agency service to clients. Works in a proactive manner to provide client marketing plans with the greatest amount of added value through communications. Receives client briefings. Analyzes client input, together with background knowledge, research, field feedback, etc. to produce full communications plans. Devises communications strategy. Briefs creative and media staff in support of account executives. Provides creative, production, media, public relations and interactive department personnel with well-documented input support data and production materials as required. Ensures that advertising strategies are clearly defined,

approved by clients, and understood by the creative and media groups. Provides clients with budget updates. Assists in preparation of client invoices. Checks and approves copy, design, and production art, and coordinates client approval. Ensures prompt collection of accounts receivable. Minimum Requirements: Bachelor's degree and 13 years experience.

Account Director

Meets regularly with account supervisor, production manager, creative director, production/traffic manager, media, public relations and interactive staff to coordinate agency efforts on behalf of assigned clients and accounts. Receives client briefings. Prepares client invoices, proposals, marketing, media, and public relations planning. Coordinates with interactive to ensure traditional and interactive synthesis of marketing efforts. Checks and approves creative and production materials, copy, layouts, and production art, and coordinates client approval. Ensures prompt collection of accounts receivable. Minimum Requirements: Bachelor's degree and 10 years experience.

Account Executive

Meets regularly with account director, production manager, creative director, production/traffic manager, media, public relations and interactive staff to coordinate agency efforts on behalf of assigned clients and accounts. Receives client briefings. Fills out Client Contact Reports for all client meetings and distributes to appropriate agency personnel. Quickly and accurately relays Client Change Orders to all appropriate agency personnel. Regularly checks for and responds promptly to all client communications, including calls, faxes and emails. Checks and approves creative/production materials, copy, layouts, and production art, and coordinates client approval. Coordinates project timing and budgets with all relevant agency personnel. Keeps apprised of progress of clients' projects through production and traffic managers or other relevant personnel. Minimum Requirements: Bachelor's degree and 5 years experience.

Media Services

Media Director

Working with the creative team, ensures use of the most appropriate, effective media venues for each client/project. Prepares media plans based on briefings from account executives. Prepares media schedules and keeps schedules up to date. Prepares media cost estimates and revises as required when publication rates change. Books media space and issues insertion orders, insertion cancellations and media change requests. Coordinates with production manager to ensure publication material deadlines are met. Reviews tear sheets to

determine if publications have run correct size, position, color, etc. Approves media invoices and settles billing discrepancies with publications. Maintains media reference files. Supervises all media personnel in conduct of their assigned duties. Interfaces with other agency department heads/client service teams to keep projects moving forward on a timely basis. Maintains contact with media advertising representatives. Liaison with New Media Director to ensure seamless media planning. Works with buying services as needed. Coordinates all media research. Minimum Requirements: Bachelor's degree and 10 years experience.

Media Assistant

Issues insertion orders for each and every insertion placed. Establishes deadlines for materials needed and reports deadlines to the creative, production and account services departments. Issues updates as necessary to all parties (internal, client publication) if schedules change. Maintains all resource and media files, including client and tear sheet files, updating constantly. Enters media schedules into the computer and issues all media reports. Promptly approves all media invoices to be forwarded to client for payment. Issues agency media reports when requested. Alerts media director/account services of special media offers/placement opportunities. Assists the public relations department in producing special features, etc. Minimum Requirements: Bachelor's degree and 5 years experience.

Support Staff

Provides supervised support to various groups within the organization, including Strategic Planning Services, Creative Services, Account Services and Media Services. Minimum Requirements: GED and 1 year of experience.

Note: Bachelor's Degree can be substituted for 4 years of experience for any labor category.

2. Maximum Order: \$1,000,000 per SIN/per order.

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement; (2) offer the lowest price available under this contract; or, (3) decline the order. A deliver order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. Minimum Order: \$1,000 per SIN/per order.

4. Geographic Coverage: 48 contiguous states, Alaska, Hawaii, Puerto Rico, Washington, D.C. and U.S. Territories, U.S. Territories and to a CONUS port or consolidation point for orders received from overseas activities.

5. Point of Production: Orange County, California.

6. Discount from List Prices: Net Price (Discount deducted).

SIN(s)	SERVICE (Job Title/Task)	UNIT OF ISSUE (Hour, Task,)	PRICE OFFERED
541-1, 541-4F	Executive Strategist	Per hour	\$146.10
541-1, 541-4F	Executive Creative Director	Per hour	\$146.10
541-1, 541-4F	Associate Creative Director	Per hour	\$125.94
541-1, 541-4F	Senior Art Director	Per hour	\$100.76
541-1, 541-4F	Senior Copywriter	Per hour	\$85.64
541-1, 541-4F	Strategic Planner	Per Hour	\$125.94
541-1, 541-4F	Account Supervisor	Per hour	\$125.94
541-1, 541-4F	Account Director	Per hour	\$100.76
541-1, 541-4F	Account Executive	Per hour	\$85.64
541-1	Media Director	Per hour	\$125.94
541-1	Media Assistant	Per hour	\$100.76
541-1, 541-4F	Web Creative Director	Per hour	\$125.94
541-1, 541-4F	Web Designer	Per hour	\$100.76
541-1, 541-4F	Senior Web Writer	Per hour	\$85.64

541-1, 541-4F	Support Staff	Per Hour	\$75.57
541-1000	Spot Radio Media	Two markets, one month	\$403,919
541-1000	Daily Newspaper Media	Two markets, one month	\$62,662
541-1000	Business Journal Media	Two markets, one month	\$10,350
541-1000	Sports/News TV Sponsorship Media	Two markets, three months	\$121,218
541-1000	Magazine Media	One insertion	\$31,032
541-1000	Spot Television Media	Two markets, one month	\$261,027
541-1000	Online Media	Two markets, three months	\$100,756
541-1000	Trade Media	One insertion in three pubs	\$6,243
541-1000	Traffic Radio Media	Two markets, two months	\$203,123
541-1000	Ethnic Print Media	One insertion, nine pubs	\$16,191
541-1000	Stock Photo Total Buyout	One image full buyout	\$50,378
541-1000	Television Ad Production	One campaign of commercials	\$119,649
541-1000	Radio Ad Production	One campaign of commercials	\$21,503
541-1000	Point of Sale Kit Production	200 Retail Kits	\$111,418
541-1000	Focus Group Research	One Project	\$25,189

J-U Carter, Inc. dba J-U Public understands that authorized users shall procure ODCs only in support of the schedule contractor's overall advertising and integrated marketing services effort. No authorized user shall place orders only to procure the schedule contractor's ODCs. J-U Carter, Inc. dba J-U Public further understands that ODC's will be invoiced at actual cost, plus IFF, and a commission not to exceed 10% as it relates to the specific task order.

7. Quantity/Volume Discounts: None.

8. Prompt Payment Terms: Net 30.

9a. Government Purchase Cards are accepted at or below the micro-purchase threshold: Yes.

9b. Government Purchase Card is accepted above the micro-purchase threshold. Yes.

10. Foreign Items: None

11a. Time of Delivery: Negotiated at the task level.

11b. Expedited Delivery: Negotiated at the task level.

11c. Overnight and 2-Day Delivery: Negotiated at the task level.

11d. Urgent Requirements: Agencies can contact contractor to affect a faster delivery.

12. FOB Point: Destination.

13a. Ordering Address: Same as contractor.

13b. Ordering Procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. Payment Address: Same as contractor.

15. Warranty Provision: Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

16. Export Packing Charges: N.A.

17. Terms and Conditions of Government Purchase Card Acceptance:
Contact Contractor.

18. Terms and Conditions of Rental, Maintenance, and Repair: N.A.

19. Terms and Conditions of Installation: N.A.

20. Terms and Conditions of Repair Parts: N.A.

20a. Terms and Conditions for any Other Services: N.A.

21. List of Service and Distribution Points: N.A.

22. List of Participating Dealers: N.A.

23. Preventive Maintenance: N.A.

24a. Special Attributes such as Environmental Attributes: N.A.

24b. Section 508 Compliance for EIT: N.A.

25. DUNS Number: 876540154.

26. Notification Regarding Registration in SAM: Registration valid until 4/8/14.